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CUSTOMER LOYALTY AT OLUTHUONE HUISMANN

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ABSTRACT

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<p>The main aim of this thesis was to examine the importance of customer loyalty in the business and how it is managed nowadays by the people working in business. Customer loyalty refers to the repeat purchases of products and services. If the customers frequently purchase the same products having other options also, then this is referred to as customer loyalty. In business sector, customer loyalty plays a vital role to uplift the business as well as to maintain good relationship between customers. They are the sources of generating profits and other new customers in the business.</p> <p>The primary and secondary sources were used to complete this thesis. From various qualitative research methods, interview of employers of Oluthuone Husimann was chosen for the collection of data and information. Satisfied customers only come again and again to buy the products and recommend the products with their friends, family and relatives.</p> <p>Similarly, the customer loyalty programs help to attract the customers to use those goods and products frequently and become the customer loyal towards the product or brand. The behavior of the employees towards the customers like greeting, talking politely, smiling etc attracted them to visit again there.</p>		
<p>Key words</p> <p>Customer loyalty, customer satisfaction, products, qualitative, research and services</p>		

CONTENTS

1 INTRODUCTION.....	1
2 CUSTOMER LOYALTY	3
2.1 Definition of customer loyalty.....	3
2.2 Different types of customer loyalty	5
2.3 Factors influencing customer loyalty	6
2.4 Determinants of customer loyalty	7
2.5 Relationship between customer loyalty and customer satisfaction	7
3 IMPORTANCE OF CUSTOMER LOYALTY IN BUSINESS.....	9
4 MAINTAINING CUSTOMER LOYALTY	12
4.1 Customer loyalty programs	12
4.2 Benefits of customer loyalty programs	14
4.3 Startigies to boost the customer loyalty	15
5 RESEARCH METHODOLOGY	17
5.1 What is a research methodology?	17
5.2 Qualitative research method.....	19
5.3 Interview as a research method	20
5.4 Oluthuone Huismann	22
6 DATA ANALYSIS AND RESULTS	23
7 CONCLUSION.....	27
REFERENCES	
APPENDIX 1	
APPENDIX 2/1	

1 INTRODUCTION

As we know the progress and success of every business depends on their customer satisfaction. All the business sectors must give first priority to their customers then only think about the profit. Every company must have the motto of 'Serve first, sell second'. The companies only earn profit if their service to customers is pleasant, productive and personalized. If the service of a company is beneficial, then customers are satisfied and happy with them. To make customer happy is a great job of any business which leads towards loyalty.

The main objective of this thesis is to examine the importance of customer loyalty in the business as well as find out the essential requirements to improve the customer loyalty. Customers are the key element to run the business so high service quality should be carried out in every business sectors to satisfy the customers. The thesis has seven parts where the first part is related with introduction and aim of the thesis topic, second is related with different types of customer loyalty, factors influencing the customer loyalty, determinants of customer loyalty and relationship between customer satisfaction and customer loyalty.

Third chapter presents the importance of customer loyalty in the business. The fourth chapter is concerned with maintaining customer loyalty and its programs, benefits of customer loyalty programs and strategies to boost the customer loyalty. Likewise chapters five and six are related with the explanation of empirical methodology and analyse the result collected from the semi-structured interview with the employees of Oluthuone Huismann respectively. In the final, the conclusion of the researcher is presented. Customer relationship management includes the physical, emotional and value elements of customers that help to increase customer satisfaction, customer retention and customer loyalty in cost effective way.

The objective of customer loyalty is to satisfy the customers and make more profits of the company-through maintaining company-customers relationship. The need of customers is highly cared by any business because today more companies are running and they provide more benefits to attract the customers. Many companies are trying to win and get a profit so they want to build a solid and loyal customer. Products and services should be emphasized which helps to catch the attention of the customers. In the name of making profit and selling maximum goods and products, it is not fair to minimize the quality of goods. If the customers become net promoters of any organization then it helps to decrease the costs related to education and marketing.

Retaining customer is cheaper than acquiring new ones and customer experience management drives towards customer satisfaction, customer retention and customer loyalty. Many customer loyalty programs are given by the company to increase the number of customers. Building customer loyalty is an essential task of any business. Customer's loyalty is the valuable way to sustain the business.

Both primary and secondary sources are used in this thesis where primary sources helped to collect the information and data from the field directly. Here primary data and information are collected from Oluthuone Huisman by taking interview with five employers. On the other side using various books, websites and google scholar are used to collect the secondary data. Semi-structured questions were made to interview the workers at the bar. The questions were totally based on the customer loyalty and their importance at the bar. The demand of the customers and what the bar uses to attract the customers were included in this thesis.

2 CUSTOMER LOYALTY

In this chapter, the author includes the definition of customer loyalty which has a great role to sustain the business. This chapter also covers different types of customer loyalty, factors influencing customer loyalty, determinants of customer loyalty and relationship between customer loyalty and customer satisfaction.

2.1 Definition of customer loyalty

An individual or business that purchases the goods or services produced by the company is known as customer. The customers create demand for goods and services so that the company produces more goods. The company must produce quality goods and products with comfortable price. The primary goal of the company is attracting customers and to make more sales. Customer and consumer are synonymous word. They make purchase with their own money. The true customers are almost always individuals who buy products with cash or credit that belongs to them. They are grouped according to age, sex, ethnicity, income etc. Loyal customers, discount customers, impulse customers, need-based customers and wandering customers are the types of the customers who purchase the goods and products according to their interest (Management Study Guide 2008).

Every business sector always aspect their customers or consumers to be loyal who continuously engage in their business profit. Customer loyalty refers as the success of the suppliers in a long- term basis relationship with their customers or consumers and achieves rewards in interacting with its customer of their efforts. It moves the customer to choose a particular product against another for his need. The loyalty may be product specific or it may be company specific. When a loyal customer buy same product repetitively then he may be described as being brand or product specific loyal. On the other hand a customer may also buy different products of the same manufacturer then he may be described as company specific loyalty (Management Study Guide 2008).

Loyalty also means that customer is frequently sticking the supplier on certain grounds although he may have other options. It is also possible that the product using by the customers may not be best or there may be some problems with the supplier in respect of his product supply but the customers don't want to accept other options than preferring the same products continuously with the same suppliers thinking

that the suppliers provide them the more beneficial and valuable products than others (Management Study Guide 2008).

According to Werner, Reiertz & Kumar (2002) every company prefers to have loyal customers but only certain customers truly bring in value to the company while rest may harm long term outlook. There are four groups of loyal customers. True friends are the loyal customers who speak highly about the goods and products. It helps to promote the business by talking positive about products and it makes more number of customers. It makes more sales and leads towards profit. Butterflies are not particularly loyal but have spent money on the products and brought in good revenue. Barnacles are loyal customers but they are rarely make a purchase and may not bring more profit. For an example, a customer buys a cup of coffee from coffee shop and then comes every month to use Wi-Fi without making a purchase. Another loyal customer is a stranger who is not necessarily loyal to the company. Loyal customers buy more, more regularly, and the cost of selling to them is low and they will recommend about that products to others. They act as word-of-mouth marketers for any business or company because those type of customers are loyal (Reinartz 2002).

Loyalty is the continuous believe of a customer to the products and services of your company that those products and services offer are their best option. The loyal customer everyday make decisions on where to spend their time, money and effort. They spend more money, buy more, stay longer and tell more people about the products and suppliers that they are fully satisfied. The customer loyalty can be long term only if the suppliers make the customers feel that they are number one priority in their lists. Some customers are inherently loyal to the supplier with whom they are doing business. They always prefer to stay long- term relationship with him. Loyal customers always stay with one product or supplier and also recommend the suppliers or products to others. So the most three importance causes that a customer to be loyal with one company are if the products and services are considered under customers' preferences, if the products and services are considered under customers value and if the customers' experiences, perceptions and beliefs about the company as well as about it products and services are highly valued (Ranade 2012).

The strong relationship between buyer and seller, the organization and customers helps to measure the loyalty of customers. But it is always difficult to measure the level of customer loyalty within the relationship so the company defines loyalty as the number of purchases or of buy behavior. Customer loyalty may be different according to the selling-buying process. If the selling and buying is done directly from supplier to customers then there is direct relationship and also loyalty but if the selling is done with two

or more intermediaries then the loyalty is measured at different levels. In such situation the suppliers have to focus on his loyalty retention plan and judge the loyalties of the intermediaries. It also depends upon the amount of importance that he gives to every intermediary and the ultimate customers (Ranade 2012).

2.2 Different types of customer loyalty

All the customers are not same and they do not have same buying habits. The buying habits of customers may determine according to their financial condition, family situation, life style, geographic location and also the relationship with the suppliers and its products. The relationship with the retailer can be influenced by general needs of customers for the retailer's products and services, friends and relatives opinions about the products and suppliers.

According to Jill Griffin (2002), there are basically four types of customer loyalty; No loyalty, Inertia loyalty, Latent loyalty and Premium loyalty. Some customers are not loyal to certain products and services because of various reasons. They can go anywhere to fulfill their needs and desires. They only add certain amount of money to the business so the businesses avoid targeting those customers because they will never be loyal customers. Inertia loyalty is that type of customers has a low level of attachment or feels some degree of satisfaction with the products and services even they are repeat consumers. This type of loyalty is most typical for frequently bought products and services (Griffin 2002).

Latent loyalty customers are those customers who have high relative attitude but low repeat purchase. In this type of customers situational effects determine the repeat purchases rather than attitudinal influences. The customers with high level of attachment and repeat products and services are known as premium loyalty customers. This is one of the preferred types of loyalty for all customers in every business. These customers are also known as vocal advocates for the products and services that always prefer to use the products with their family, friends and relatives (Griffin 2002).

2.3 Factors influencing customer loyalty

In the business, we have to always attract the customers for purchasing our goods and services. The new customers who first time purchase your products may be loyal to other products before trying yours. To transfer such new customers into customer loyalty of your company the following are some factors that influenced customer loyalty (Lawton 2016).

The core offer is not only gimmicks and loyalty card programs but it must influence customer to stay long term in your business. The business should understand what it is that their customers want and focuses always offer on their products and services and always keep in mind that this may influenced by the location of your business, standard of your offering and quality of your products and services. Satisfaction is another important influencing factor of customer loyalty. The customer satisfaction is differing according to the customers. When the customers come to purchase the products first they expect the products will be in their favour and also the price, value and availability will be based on their expectations and dependable (Lawton 2016).

Elasticity also plays vital role to influencing the customer loyalty. If the services and products are so common and carry the similar features as other products carry then the customers will move around. So, the products and services must be unique and specific so that the customers have to research a lot before investing in your products then they will make decision on using your products and services. Marketplace is another key factor of customer loyalty. As we know nowadays there are lots of competitors in similar business where the customers find same products in different markets. In such competition the business must apply high technologies, advertisements, customer services, rewards to customers and so on. They should establish good and lost lasting relationship with their customers as well as also with their communities (Lawton 2016).

Demographics like age, income, nationality, sex and location also play vital role on influencing customer loyalty. It is prided that less affluent customers are more loyal than other because they can't afford the risk of moving to different brandy thinking if the products willn't suit them. Similarly, the old customers are likely to stay longer than younger customers (Lawton 2016).

2.4 Determinants of customer loyalty

As we know it is little bit difficult and expensive to attract new customers in the business. In every business the managers apply different factors which enhance their customers to be loyal. The perceived quality is one of the determinants of the customer loyalty. It is based on customer experiences but does not normally depend on price. The quality of products and services determines customers' satisfaction that leads customer loyalty. Customer satisfaction will be high when the customer gets qualitative products or maximum profits with minimum price whereas if pricing issues are not suiting the needs of the customers then there occurs dissatisfaction. The high customer satisfaction leads to develop high customer loyalty as well as the relation between customers and supplier to run longer and longer period of time (Bilal 2010, 76-77).

Switching cost means the cost of products with technical, financial, or psychological. These make the costs of products expensive for a customer so it is difficult to change brand time to time. It is said that the customers remain loyal in one brand because of the expenses involved in switching cost. Trust is another important determinant of customer loyalty that causes dedication due to reduction in negotiating cost between customers and suppliers and also lessens customers' fear of opportunistic behavior. If the services and products provided by the company create trust in customers then they always remain loyal in terms of repeat purchase behavior. Satisfied consumers with the brands always commit good things about that brand. They also refer to use the brands with their friends, families and relatives that lead to develop new customers and also focus in long-lasting relationship (Bilal 2010, 77-79).

2.5 Relationship between customer loyalty and customer satisfaction

Customer satisfaction is a marketing term that examines the expectations of the customers' met by the products and services provided by the company and the good customer satisfaction leads to customer loyalty in the business. Customer satisfaction is very important because it provides a metric in the business that can be used to manage and improve the businesses. Any business can put new process to increase the overall quality of customer service by measuring the customer satisfaction. Customer lifetime value is a beneficiary of customer satisfaction by creating long term relationship, brand loyalty, providing honest and targeted information, and providing rewards and incentives (Beard 2014).

Similarly, Customer loyalty refers as customer retention where customers purchase the current products and services repeatedly rather than other choosing competitor brands. It also shows loyal attitudes about the products, services, brands or businesses that help to associate with repeat purchases. As we know customers are the link of every businesses. The business can not run without customers in this world of competition. Therefore, the customer satisfaction and customer loyalty should be incorporated in long-term basis to achieve the company's revenues (DeFranzo 2012).

Customer loyalty will increase significantly when customers are highly satisfied. At the same time when the customers' loyalty will decrease if the customer satisfaction level drops. Customer satisfaction and customer loyalty are the two sides of same coin. In the absent of one, another can not go properly and smoothly. The relationship between customer loyalty and customer satisfaction can be explained in two expects; customer expectation and price fairness (Maslam 2015, 27-28). The price of products should be reasonable and accessible for the customers so that they can buy it and experience it. If the customers can not afford the things which are in the market then they can replace it by using another product which is similar and easily affordable than the first one.

Customer expectation leads customers' satisfaction and customer loyalty. The products and services offer by the company must be able to meet the customer expectation. They should be based on the customers' experiences. The company that provides goods and services according to their customer expectation can gain more customer loyalty and generate more profit and many more new customers in the business. Price is the key factor of customer satisfaction. While purchasing the products, the customers also think about the price. The price and service quality is equally judge by the customer that helps to generate their satisfaction level. The customers always expect the reasonable price that helps to develop customer satisfaction and customer loyalty (Maslam 2015, 28-29).

3 IMPORTANCE OF CUSTOMER LOYALTY IN BUSINESS

Customers purchase goods and products over comparable ones available in the marketplace. The business needs marketing to promote the products so customer's loyalty helps to attract the new customers to use the products and goods. If products are liked and spoken by the customers then it is brand loyalty. Investing time and energy in promoting customer loyalty should be an integral component of any business marketing strategy. As we know loyal customers are more beneficial and profitable than other customers. To expand the business, every company must promote their customer loyalty. Here are some importances of customer loyalty in business (Hobbs).

Repeat Business: According to Kate Hobbs, loyal customers always purchase the goods or services again and again over time. On the basis of business type and sales cycle, the suppliers may end up selling more to loyal customers in a year than to the first time customers. Customer's loyalty helps to make customers purchasing the goods and services again and again over time. It uplifts the positive way to run the business and increase the number of customers and sales too. Loyal customers trust the company products and use it continuously. For an example women use to buy vegetables and fruits from a vendor regularly because the women trust the vendor that he sells fresh fruits and vegetables in a comfortable price (Hobbs).

Greater Volume: If the suppliers build good relationships with their loyal customers then it will be easy for them to sell their goods and services in high volumes. This may happen naturally or the suppliers choose the incentivize process for their customers. Higher volumes mean greater sales that lead the business to higher profits. If any business builds close relationship with loyal customers, it helps to sell goods and products in higher volumes. It leads towards greater sales and profits (Hobbs). So every company expects a great volume of their sales and products. The company works hard to satisfy their customers by giving various benefits and discount in various ceremonies.

Cross-selling opportunities: Customers with brand loyalty have good relationship with the business. They always think and trust the suppliers that they will provide quality products and services. This will help to create a great opportunity to fulfill all needs of the customers' than the traditional ones that the suppliers currently meet. The suppliers can sales the products to loyal customer across product lines and increase sales volume without focusing so much on attracting new customers. Customers who exhibit brand loyalty have a relationship with the business. The customers trust the goods and products and

customer service. This creates a great opportunity to fulfill more of the customers' needs than the traditional ones currently meet (Hobbs).

Protects the business from the competition: If the business has more loyal customer then it tends to be safer from the draw of the competition. Establishing strong relationship with customers can make the business top from their competitors. The loyal customers always spend more money to buy products from the same brands or business that protect the business from the competitor where everyday new players enter in the marketplace. Loyal customers are very important that help to protect the business in this modern time because there are many businesses, which are providing more facilities and services. So, customer loyalty makes strong business and gives an effort to compete with other business (Hobbs).

Word of mouth marketing: Engagement breed's positive connections and the more you interact in a positive way, the more loyal your customers become (Robb 2015). Loyal customers are also the business word of mouth advertiser and always tend to talk about the business. They always bring new customers in the business. The satisfied customers with the brands or products always come to buy the same products and also inform others to prefer the same products who may need the products or services. They always give the positive head start of your brands to those people who aren't familiar with the business. Customer's loyalty plays a role of marketing, which attracts new customers to use goods and products. Loyal customers talk about goods with other people and it brings new customers. Today the new business spends more money for marketing and advertising but customer's loyalty helps to talk about goods and products publicly without any cost. Loyal customers act as a brand ambassador and valuable to any brand.

Benefit of the Doubt: As we know always the things do not go in right way even in the best business. Sometimes the business will get wrong order, sometimes it does not meet a deadline to deliver the products to customers. These types of mistakes are dangerous for the business and damage the reputation in the eyes of new customers. It also loses the customers but if the customers are loyal to the business then they give benefit of the doubt. If the business maintains good level of customer service and quality that helps to achieve brand loyalty from the first time, the customers will forgive the business when bad things happen to it. It is very difficult to satisfy every customer like wrong deliver, not deliver goods in time, and damage products etc that damage the reputation of business. If there is loyal customer then they will forgive the company when difficulties occur. Customers provide honest and positive feedback to the company so it helps to change negative things (Robb 2015).

Provide honest and high-quality feedback: Loyal customers always help to improve the business' products and services. They always provide the business solicit feedback as well as also help to measure customer experience and satisfaction. Be always honest towards the customers so that the customers trust to the company and they used its products and services. If the business wants to launch and test the new products and brands then they can utilize them in their loyal customers and can receive their feedback about the products or services (TechOneStop 2018). The customers may ignore the mistakes and fault that the company makes sometimes because loyal customer give a chance to improve the mistake and fault. But the company must be careful and honest to their loyal customers in a small matter too.

4 MAINTAINING CUSTOMER LOYALTY

This section focuses on customer loyalty programs, its benefits and the strategies to boost the customer loyalty which are very essential to maintain the customer loyalty in business sectors. Customer loyalty is the core of every business. The business must keep their customer satisfied so that they can get successful and profitable. Today customers have more choices and are more demanding because of more production of quality goods and products. If they do not get the treatment that they expect from one's Company then they simply move to next competitors. Guy Nirpaz (2012), CEO and co-founder of To-tango generates five tips to maintain customer loyalty; make customers love the products, a customer success team, create a customer health score, nurturing the paying customers and learn from churn (Guy 2012).

4.1 Customer loyalty programs

To get started with your new business and to expand your business you need the customers who repeatedly purchase your products and services and also bring more and more new customers. So to turn the customers into repeat customers every business should consider on customer loyalty programs. With the help of right customer loyalty programs, the customers will come back to buy your products and services and become the brand loyalists. Customer loyalty programs are categorized into two groups; limited and open. Limited loyalty programs need a membership fee in a completed application form and also try to channel membership towards the primary target groups. There are some certain criteria to fulfill in order to qualify for membership and also focus the primary target groups and help to keep out freeloaders. On the other hand, open loyalty programs do not need entry conditions but this often includes many members who have no benefits to the company and also make membership more attractive and easier for a larger number of people (Butscher 2002).

Customer loyalty programs are also known as the way to reward your customers and make them repeat customers as well as loyal. It also helps to strengthen customer relationships. Here are some loyalty programs that reward the customers to be repeat customers (Thomsen 2017). The customer loyalty programs are not easy to develop and manage but if they are set up in right way then customer loyalty programs will play great role to get success in the future. Real perceived value to members, developing a sound financial concept, obtaining support from the whole organization, from top management to entry

level employees and fully exploiting the loyalty programmes potential to provide data to support other company departments are some important factors that should be considered (Butscher 2002).

The point system is one of the simple rewarding programs to your customers. It is based on spending more to get more. On the basis of this loyalty program the customers will get certain amount of points depending on the size of their purchases and the more points can be used for discounts. This type of rewarding program will increase average spend per customer and also encourage them to invest more in your company's brands. In this program, customers earn points for transactions, engagement or visits as points for rewards for examples, gameStop, walgreens, southwest airlines etc. It maintains price integrity and flexibility to fund the programs. It is flexible and customized program where thousands of points are required to earn a benefit devalues all points programs and create a halo effect (Thomsen 2017).

The tier system loyalty program is based on the levels of loyalty. The customers with high brands loyalty can receive higher level of rewards. If the customers purchase more products, they will receive more points and the more points give them higher tier status in a loyalty program. This program provides both immediate gratifications with short-term attainable and long-term aspirational rewards. The role of communication plays a vital role in this program. Aspiration purchases help to achieve a greater status and profit for examples, starbucks reward, Chico, whyndham rewards etc. It gives emphasize on high value customers and deliver superior experiences across touch points (Thomsen 2017).

The value-based loyalty program is for such businesses that has large focus on charities. If the business creates loyalty program on the basis of their customers' value then the customers are more likely to be brand loyalists. In this program customers are highly involved to participate and see the value of goods and products for an example, when people wants to buys some goods and products through online shopping sometimes the customers get free shipping. Other examples, IndigoAmerican Express, Amazon and so partnering up with other businesses can create the coalition program of loyalty program. It can give more opportunities and choices to customers as well as build new business relationship (Thomsen 2017). The customers always spend more and be loyal to the company that provide them different products and services with high quality. This program is run by two or more than two business company and the customer data is collected in a shared customer database, for example Canadian based air miles programs, American express etc.

The game program is based on game apps and most of the people like the game. If the company brings the loyalty program with game app then there increase customer loyalty in their business. It also increases company's sales and provides entertainment to their customers (Thomsen 2017). The game program encourages repeat purchases. The paid program is that type of program is based on monthly or annually payment by customers to join the business member club and this results on offering the customers discounts, free shipping and other benefits (Thomsen 2017). It is one of the effective loyalty programs that increases repeat customers and new customers.

Hybrid loyalty program is a combination of two or more type of loyalty system (Thomsen 2017). For example, if the company combines point-based system and a tier system to make customers easy to calculate their points and encourage them to reach on next level of loyalty. The customers are also encouraged spending more money on purchasing more. These are some loyalty programs but it is not compulsory that all the businesses must apply these loyalty programs to increase their repeat customer. Some businesses are gaining lots of repeat customers by their unique products such as Apple brands.

4.2 Benefits of customer loyalty programs

The customers who purchase first time your company's products, are not sure that they will buy the products again and again. So, to make the customers as repeat customers the loyalty programs play vital role. There are many financial as well as non- financial benefits of customer loyalty programs in the business (LoyaltyLion 2014). Some of them are explained below:

Stop competing on price with competitors: Customer loyalty programs stop the businesses from competing on price with other competitors. As we know the customers make a purchase with high emotional. Loyalty programs teach the company to do the business focusing on their customers' emotional side and make them happy and satisfy as a result they see the business more than a collection of products that will strong their loyalty to the business and also build an emotional connection between the company and customers (LoyaltyLion 2014).

Retain existing customers and Increase customer lifetime value: Because of effective customer loyalty programs the customers spend more money on purchasing products and services repeatedly. It also lifts customer retention that increases company's profits. The customer loyalty programs help the company to measure the customer lifetime value of each of the company's customers. It also calculates how the

customers are valuable for the company in present and in the future. The loyalty programs help to provide behavioral data of customers' purchasing habits to increase the customer lifetime value (LoyaltyLion 2014).

Building personal relationship: Customer loyalty programs helps to build personal and emotional relationship between the company and the customers by showing the customers that the company truly values them. It also provide the company the data on your customers such as their behaviors, needs and other activities so that the company can be able to provide better products and services according to their customers' need (LoyaltyLion 2014).

Create brand advocates: Loyalty programs not only focus customers to spend more money on the brands but they also help customers to become brand advocates of your company (LoyaltyLion 2014). The customers with brand advocates refer your company's products and services to their family, friends and relatives that increase your company's generating profits. It is important to advocate the brand among the cutomers which helps to increase its name and product in the market. The company must provide valuable and useful information to the customers so that they can think themselves as a member or familiar to the company. If the customer think themselves as a valuable part of the company, then their relation continues long duration. Relationship is essential because they can become a loyal supporter who trust the company (CP communications 2018).

4.3 Startigies to boost the customer loyalty

In the business loyal customers are much more important than new customers. It is too expensive to attract the new customers than maintaining the existing customers loyal. It is necessary to build customer loyalty in the business to remain competitive. The loyal customers help to maintain the marketing cost with manageable size and invest more investment on improving the quality of the company's products and services.

Ayodeji Onibalusi (2016) stated some strategies of customer loyalty that help to boost the customer loyalty in the business. Customer experience is one of the most important tools for increasing customer loyalty. By providing the products and services with customer experience leads the customer satisfaction and it increases the customer loyalty in the business. The employee performance, their touch and interactions with the customers in the business affect the customer loyalty. The customers always show their

loyalty to that company who treat them well. The success stories of your customers influence existing customers into bringing more people to your business. It also help to motivate the existing customers and also help to build trust of other new customers. The loyalty programs are another strategy to increase the customer loyalty. Basically the main aim of the loyalty programs is to reward the customers for making them frequent buyers and generate the profits (Ajodeji Onibalusi 2016).

Similarly, Joe Custer (2017) also focused on three core-marketing strategies to increase customer loyalty. In limited time only promotions strategy, customers are encouraged to come in the store by using an effective promotional strategy. It is an acquisition strategy to attract the customers. They are motivated to purchase the goods and products in the future when they believe in promotional price are temporary and get discount in the future. It only promotes the work but it will not build a long-term relation with the customers. Reward for purchase strategy helps to visit the customers again and increase average order value which makes growth. It resulted in one or two incremental store visits within 30 -45 days of the initial purchase. Points based rewards program strategy is a retention program, which enrolls the customers in simple point. It helps to generate two or three additional point of sale transaction frequency (Custer 2017).

5 RESEARCH METHODOLOGY

Here the author describes about the research methodology with its types and more information about the qualitative research. This research was completed by using interview method at Oluthuone Huis-mann so it includes more information about interview too.

5.1 What is a research methodology?

Research methodology is the theoretical analysis of the methods which are applied to a field of study. It is a systematically organized which comprises the theoretical analysis of the body of the methods and various principles related with the knowledge. It is a collection of paradigm, phases, theoretical mode, qualitative and quantitative techniques. Two approaches of research method are used in this work: qualitative and quantitative research methods which include assumptions about the nature of reality, values, rhetoric of research and methodology (Creswell 1994).

According to Williman Nicholas (2011), research can be defined as an “activity that involves finding out in a more or less systematic way, things you did not know.” Research work helps to find unknown things and give the researcher the actual events happening in the field. The tools and techniques which are used for doing research are research method which helps to collect the new facts. It helps to find out what and which tools is suitable for doing research. As a result, it reflects the quality findings and understanding about the research work. It provides a way to collect, sort and analyse the information which helps to get a conclusion. (Williman 2011, 1-5).

Qualitative and quantitative are two types of research method for the collection of data and information. Quantitative research methods cover the classification of the features, count them, create statistical models to test hypothesis and explain the observations. It is one in which the investigators develop knowledges by using cause and effect thinking, reduction to specific variables, hypotheses, questions measurement, observation and test of theories by coding the data according to operational and standardized definitions (Newman & Benz 1998).

In this work, qualitative research methodology is used for collection data and information. Semi-structured interview is chosen to collect data related about customer loyalty from the company members.

The detail description is described below about qualitative research methodology and interview which help to understand more about them. There are various types of research methods which are chosen according to the research project for gathering information. Research in which an experiment is chosen might be asked to complete various tests to measure their cognitive abilities like word recall, attention, concentration, reasoning ability etc by verbally, paper or computer (Alzheimer Europe 2013). In this research, the participants are not ranked and judged but they are encouraged to do their best. At the end of the research, the results of different groups are compared so it helps to measure people intelligence. Survey is another type of research method where information and data are collected large groups of people by the means of questionnaires, interviews or telephones.

Questionnaire is another type of research method to collect the data and information from a large number of people. Researcher conduct interview or experiment and encouraged to answer the questions honestly to avoid from drawing false conclusions from the study. It includes multiple questions, closed questions and opened questions which are distributed to the participants through email, post and attached to internet sites etc. Those participants who are feeling difficult to read and write in questionnaire, they can participate in interview. For including the small group of people, case study is used for collecting data and analysis. Case studies have a very narrow focus where interviews and observation are used to consult with people or public records (Alzheimer Europe 2013).

Participant and non-participant observations are two types of observation for the collection of data and information. Participant observation which includes the researcher as a part of the group to be observed. The researcher should be open about what he/she is doing and the participants get a chance to see the result and comments. So this type of observation is based on what people do, the explanations, their roles and relationship. But non-participant observation does not include the researcher to be a part of the studies. Another method is interview which is carried out in people, it is a direct face to face interacting between or among interviewer and interviewee. Opened and closed questions are used in interview and the comfortable place is selected to finalize the interview time, for example some cafe, interviewee's home, park etc which is suitable and comfortable for the interview. If it is not suitable to get time for meeting, then technology like phone calling, internet (skype, viber, whatsapp) etc are used for interviewing (Alzheimer Europe 2013).

5.2 Qualitative research method

Qualitative research method covers a complete detailed description of the observation of various events and circumstances. It is based primarily on constructive perspectives such as multiple meaning of individual experiences, meanings socially and historically constructed of theory or pattern. It also uses strategy of inquiry such as narratives, phenomenology, ethnographies and grounded theory which are collected from the data. Qualitative data are defined by Patton (1990) as “detailed descriptions of situations, events, people, and interactions, observed behaviors, direct quotations from people about their experiences, attitudes and beliefs. Case study, field study, document studies, content analysis, interviews, observation, focus groups etc are the different types of qualitative research for collecting data. In qualitative design, only one subject or case or unit is focused for investigation (Newman & Benz 1998).

Qualitative research helps to get starting point and basis for doing the empirical study for example in the context of thesis. It is directed towards analyzing concrete cases of the expression and activities in their local context. It is done by discussing the major research issues, by orientation, introducing the central methods of data collection and analysis. Qualitative research is an umbrella term which covers a number of research programs with different aims and procedures. It is often planned as open, adaptable and what happens in the field and sometimes this openness leads to a rather comprehensive approach in data collection. It is not based on a unified theoretical and methodological concept because various discussion and research practices are used (Flick 2009, 12-13).

Qualitative research guides the principles and planning of research which helps to know cause and effect and theoretical relationship of the research. It measures and quantifies the events and helps in creating research design for generalization of findings and to formulate the general laws. Random samples of population are selected in order to make a survey representative of that population where general statements are made about the concrete cases that have been studied. By the help of frequency and distribution, observed phenomena are divided. Studies are done with the help of researcher's interview and observation, the study and its conclusion are prepared. This helps to guarantee the objective of the study. To construct a questionnaire, design an experiment, interpretation and analyse the data can be guided in a right way (Flick 2009, 12-13).

The data can be formed by using numbers by using various techniques of statistics are known as quantitative data. Sometimes the useful information can not be reduced to the numbers like the judgements of people, feelings, emotions, beliefs and ideas etc. It is difficult to quantify so they are needed to express and described in words which is known as qualitative data. Qualitative research depends on the words, development of concepts: happiness, loyalty etc and variables which are difficult to record and measure. Interviews, observation notes, documentary, historical records, memos and so on are the examples of qualitative data (Williman 2011, 71-73).

Observation notes, documentary films, interview, meeting, historical records etc are some of the useful qualitative research method which are selected according to the research project. The data and information are managed in a systematic way which helps to describe the phenomena. Concept such as happiness, sadness and feelings are not expressed in quantitative way so they must be described by qualitative way. It is depend on human interpretation and evaluation, then reliability must be made. For example interview helps to get more information about the interviewee and the research questions. The questionnaire helps to explore attitudes of people which is a rich source of qualitative data as well provide quantitative data about levels of skills and commitment (Williman 2011, 71-73).

5.3 Interview as a research method

Among the various method of qualitative research, interviews are mostly used for collecting qualitative data. Interview is one type of formal meeting or conversations among the interviewer and interviewee. It consists an interviewer who coordinate the conversation by asking questions, and an interviewee who respond those questions. Structured, semi-structured and unstructured are the three types of interviews that the researcher choose one for their required research. Different types of questions are asked to collect required data for example, closed types of questions are given to the people with a fixed set of responses and open types of questions are given to the people where they can freely their own words. Now internet is also emerging as a tool for interviewing (M.Easwaramoorthy & Fataneh Zarinpoush, Imagine Canada).

Structured interviews are prepared in a set or standardized form where the fixed set of closed questions are used. They are based on structured, closed-ended questions and reliability. It is not flexible because new questions are not allowed to ask during taking interview. The set of questions are already prepared in it so interviewer must enjoy those questions only. This type of interview can take place within a short

period of time where a large sample can be obtained resulting in the findings being representative and having the ability to be generalized to a large population (McLeod 2014).

Unstructured interview is known as informal interview where open-ended questions can be asked in any order. This type of interview is flexible because the questions can be changed depending on the respondent's response. It creates high level of bias and comparison of answer given by different respondents. Unstructured interview increase validity because it gives interviewer the opportunity to probe for a deeper understanding, ask for clarification and allow the interviewee to mix in the direction of the interview. The limitation of unstructured interview is time consuming and expensive research method (McLeod 2014).

Semi-structured interview is the combination of both structured and unstructured interviews. Interviewers prepare a set of same questions to be answered by all the interviewees as well they might ask some additional questions to clarify the certain issues. A semi-structured interview is a qualitative method of inquiry which use a set of open questions collected by discussion with the opportunity for the interviewer to explore particular themes. It does not limit the respondents to a set of pre-determined answers, it means the respondents can elaborate the answer which is real and happened in their company and business. In this interview, respondents can discuss and raise the issues that the interviewers may not considered in the questions. The interviewer should be clear to what information they want to get so they must speak clear and collect the information through recording, notes etc. It is ethically important, open and transparent with the interviewees with whom asking questions. It is important to be comfortable with the interviewees so that they can explain the answer in more detail (Evaluation toolbox 2010).

While taking interview, the researcher used formal and informal approaches as their work required. The interviewee speak freely about a particular issues or asking them specific pre-determined questions. The places where they are comfortable should be selected where they can speak freely without disturbed and disturbing other people. A semi-structured interview enable the interviewee to speak freely on the target research issues (Alzheimer Europe 2013). The researcher must check the questions and be prepared to get more information about the company. It is important to take notes, pen, recorder and other necessary materials to record the interaction with interviewees. It is difficult to remember all the things what interviewee said and communicate so interviewer must take permission before recording an interview (Alzheimer Europe 2013).

5.4 Oluthuone Huismann

For the collection of information, qualitative method is used. Among various methods of qualitative, semi-structured interview is chosen which focus on a small group of worker in Huima Oluthuone which is situated in Torikatu 27, 67100 Kokkola. Huima Oluthuone is a limited company where there the liability of members or subscribers of the company is limited to what they have invested or guaranteed to the company. It is a private company which is restricted by law and by the rules of company.

The previous name of Huima oluthuone was Huismann that has started to serve its customers since 1998. The beer room Huismann is a cozy cocktail beer restaurant. The name Huismann originates in Holland and also extends beyond the roots of the owner from the back of five kings. The meaning of word, Huismann is, “the host of the house” (welcome the customers in a leisurely rush). The beer room in Huismann allows the customers to feel the history of Kokkola. There are various photos hanging on the walls related to the story of Kokkola including sports. It is a great supporter of local sports activities and the customers can easily take part in the debate of sports world.

Nico Esko Sakari is the manager of this bar from 2017. Jari Eero Sakari is a supervisor, Virve Kyllikki Puolitaival and Kirsti Aulikki Kattilakoski are the accountants. The staff who are working here are friendly and professional. About 6 staffs are working here who are very polite and friendly behaved towards the customers. They are punctual, smart with optimistic thinking. They are influence in speaking in both Finnish and English languages.

Various kinds of drinks are sold here for beer lovers, full range of special beers, hundreds of various quality from the Finland and the world. As well numbers of whiskeys, ciders, wines and bubbly (energy drinks) are found here. The people who are interested to watch sports, they are welcome in this bar to watch it on a variety of screens. People are welcome to relax in here with beer in good company. On a sunny summer day, people can enjoy the drinks on the comfortable terrace watching the market square.

6 DATA ANALYSIS AND RESULTS

Data analysis was made after conducting interview with 5 interviewees at Oluthuone Husimann who were very happy to take part in the interview. They arranged their time for giving their views on the related questions without any burden. Thank you to all of you for giving your valuable time for the interview and here is the analysis of those views.

According to interviewee A, he is 32 years old who defined a customer loyalty as the people choose to go to the same certain business instead of choosing a rival business. It is very important because it helps to sustain the business for years. In Huismann, the customers with 30-65 years come to drink including both national and international. About 95% number of Finnish customers come at Huismann where more international customers mostly during the week (Monday-Thursday). Another benefit is some hotels are nearby Huismann so the guests used to come here.

Most of the customers are the regular customers who feel here to come as a home. He said that the employeeer know most of the customers by the name and the customers also know the employeeer by name. The attraction part of the Husimann arethe wide selection of fine beers and whiskys.They enjoy to watch sports in the group of friends and want to try new beer flavours. He replied that he is very satisfied with his job and he tired to make customers satisfied and happy. He said proudly that the co-ordination and co-operation among the employeeers are strong at Huismann. They are doing the work with great pleasure and joy.

As a customer program, they do not have a specific program but their friendly behavior, greeting, politely speaking and caring help to attract the customers. He said when a new product is tried to the customer is a challenge. Sometimes, people drink too much, it is difficult to control him/her in a polite manner is another challenge. Since Huismann serves the customer since 1998, it has many loyal customers and the challenge is to compete with other competitive market. So it is needed to observe the customers taste and demand time to time.

He said that a language plays a vital role at Huismann and used to speak Finnish, Swedish, English and Germany languages too. Customer swant to speak in their mother tongue i.e, Finnish language and some

are happy to speak in English too. The main goal of the business is to satisfy the customers by maintaining warm relation with them. It helps to maintain customer loyalty too which benefits the business to run ahead.

According to interviewee B, he is 25 years who said customer is a god for running the business. He said loyal customer is a source of income who come often at Huismann. More than 30 years age group of customers come at Huismann and teenagers also come to enjoy the drinks and sports there. Including both national and international customers used to come here. More Finnish customers come here to drink beers and whisky. He said when customers drink too much then it is difficult to handle because they disturb the environment and other customers too, it is really a challenge work. When there is a crowd inside then more orders, more work and more noise make us hurry and disturbed. At that time the employees build co-operation relations and patience to each other.

He said he is very happy to do such a work which provides him a good opportunity to keep good relation with the customers. There is no such a customer loyalty program but the good behavior, polite talking and greeting help to attract the customers. He said ignoring the customer means losing them so they always serve the customer without delay and hesitation. As an importance of language for maintaining customer loyalty, he added the language is an integral part for the business such as Huismann where customers and employee relation is maintained through language. Mostly Finnish language is used to speak here. He used to speak both Finnish and English language. The goal is to attract the customers by giving quality service and make them satisfy.

Interviewee C who is 23 years who said customer loyalty is very important which helps to run the business. The age group of 18-60 years customers come at Huismann to enjoy the drinks. Customers are different kinds, some come to drink beer and whisky, some come to watch sports and some come just to meet their friends. Both national and international customers come to enjoy the time with quality drinks. He added that he is very satisfied with his job and loves it. As well as good environment and helpful employees make him happy to work there.

He said good behavior and polite talking with smile help to attract the customers to visit again. Both Finnish and English languages are used with customers which maintain good relation with them. After over drunk, people lose their attention so they used rough words, misbehave others and spoil the environment which is the main challenging work. In that time the employees co-operate to each other to handle the situation so the mutual understanding and co-operation among the workers, play an effective

role. When new customers come at Huismann then the behavior and communication of employees towards new customers play a great role to make them to come again and again there. At last he added that all the customers are equal so he treats them well.

Interviewee D who is 26 years old who defined customer loyalty as the customers choose to come back at Huismann again and again instead of going somewhere. Loyal customers recommend their friends, relatives and family to visit at Huismann. They are friendly and give feedback about customer service, products and setting to correct for something good. She added without customer loyalty, the business would not be able to run. The customers who are over 40 years old as well young customers often to visit there. More number of Finnish customers come here to drink than the international customers.

Finnish language is mostly spoken due to more Finnish customers and she used to speak both English and Finnish languages. She said that old Finnish customers are annoyed and sad when her co-workers sometimes do not understand Finnish. But the young customers do not mind if there is something misunderstanding in interacting Finnish then they used to speak in English. The customers want affordable alcohol beverages, some demands new and exciting flavours of beer and whisky.

She said that she is very happy with her job and she tries her best to maintain good relation with the customers. Customer service is very good at Huismann so that regular customers like to come with their friends. The main challenging is when the people drinks unlimitedly then it is difficult to handle them who may spoil the environment. Interacting properly, smiling, and serving without delay make the customer happy and satisfied. This helps to maintain customer loyalty and sustain the business to make a profit.

Interviewee E who is 24 years old said that customers who come again and again in any business is known as customer loyalty. At Huismann, there are many loyal customers who want to enjoy the drinks. He said customer loyalty is needed to run the business. There are no special programs to promote the goods and products because this oluthuone is old one which already get more customers who are loyal. Management and positive leadership are the best way to sustain the business. The employee and customer know each other as well the employees already know the taste and flavours what the customers order. He said that the cleanliness and sanitation environment also add plus point to attract the customers. He said that he likes this job because he interacts with them which help to gain more ideas and their interests.

Customers are very happy to come to Huismann and watch sports with their friends and relatives. The number of Finnish customers come here than the international customers so Finnish language is needed to communicate with them. He said if the employees do not understand what the customer order in Finnish language, then customers become angry. English is needed for international groups mainly in weekend. The main challenge is when the customers get more drunk and difficult to control. But the team of employee at Huismann handle the situation from being worse. When more number of customers come at Huismann than expected then it is hard to take their order so the patience is required at that time. He smiled and said if customers are happy then they give tips (euro) in advance.

From the summary of interview of five interviewees, customer loyalty is an important key to run any organization smoothly. The co-ordination among the employees play a positive role which help to impact positively towards the customers at Huismann. First it is necessary that the employees should be satisfied in their job which make them happy and give energy to work. At Huismann, employees are satisfied with their job because they have no burden at work and good relation among employees. So they are serving the customers properly. Good communication, smiling and behaviours are needed to attract the customers. Language is only one effective medium of communication which connect a bridge between employees and customers. Finnish language is mostly spoken here due to more national customers.

Huismann oluthuone has a great space in Kokkola where there are more loyal customers. Mostly the employers and customers know each other that create friendly and family environment there. According to the interviewees, there are no special customer loyalty program but hard working and behaving properly with customers help to maintain customer loyalty at Huismann. Every company and organization has challenges so it has also some challenges like more drunkard customer situation and crowd. They co-operate to each other and build patience for reducing the problems. The main goal of the Huismann is to serve properly and satisfy the customers.

After the interview, some interviewee responded that the questions were difficult. So it made them difficult to answer properly but the author tried to make them easily. Language is the main necessary way to communicate which plays vital role in interview too. Most of the interviewees were Finnish people and the author did not understand Finnish language properly. So English language was chosen for the interview.

7 CONCLUSION

Any company must understand the needs and demands of the customers so it helps to gain more customers. The aim of any company and organization is to maintain long-term relationship with the customers which promote the business. The company must create equal and good relation with the employees too. If the employees are satisfied with their work then they can contribute positive behavior towards the customers. The company and organization do not increase the work burden to the employees so that they can easily handle any difficult situation arise there. Satisfied employees can make the customers happy which helps to increase the new customers. It means loyal customers talk about the goods and products of the company to their family, friends and relatives. It is a great chance to recommend the new customers and increase the number of customers.

As a research methodology, it includes qualitative research to gather the data and information. Huismann Oluthuone is chosen as a research field where five employees were targeted for interview. Huismann is the oldest oluthuone since 1998 at Kokkola. The author found that the customer plays a vital role to run the company after interview of employees. The quality of products and goods is the main thing to attract the customers. During the research, the author found that the customers are satisfied with the quality of the service and performing the tasks by the company. The polite behavior, caring, smiling, talking etc helps to make the customer happy. Communication is an effective way of understanding to link the relation among the customers and employers.

Huismann oluthuone, Kokkola has more loyal customers and new customers is the main reason of choosing this company. As it is old company serving the customers where more number of Finnish customers come to enjoy beers and whisky. The research was conducted at Kokkola and the author got a great opportunity to know about the company in detail. As well it helped the author to get familiar with the members of the company by interacting. The author was very pleased to the company and the employers who support and give their valuable time for interview.

With the help of interview, the author included the influence of the company towards the customers. Altogether there were five themes which covered 14 questions mainly related to the customer loyalty. There were five participants for the interview with whom the author is very thankful. It is important to

maintain the same level about customer service every year and year because more other companies are growing to serve the customers. So the existing company must understand the demands of the customers and research the market. After analyzing the collected data from the interview, the company and employees' behave, services and quality products impact on the customers' interest.

The author figured out some differences in the response of the interviewees at Huismann oluthuone. The customers are happy and satisfied with the service of the Huismann and it is trying to increase its customers by providing good and quality service. There are no any special customer loyalty programs but their service and behaviours attract the customers. But it seems the company must care more about their services due to competitive market. It is not good to continue the business without making any changes because the customers search new taste and high services. So it needs to bring some programs and modify some structures at Huismann to attract more customers for example, some discounts and offers etc.

Based on the research study, more number of customers are satisfied with the services and good behaviours provided by the Huismann oluthuone. The teamwork at Huismann make them easy to work and deal any kind of situations. The cleanliness and sanitation also properly maintain which is a good part for health. Proper management is the best way to sustain the business. This company is doing best for satisfying and increasing the number of loyal customers by providing quality beers and whisk. As well it needs to find out its own obstacles, weakness and solves it properly without disturbing the existing customers.

The author learned many good ideas to run and sustain the business through the research work, interview. Loyal customers are necessary for any business who recommended to other new customers. Good communication and proper management must be needed where the teamwork of the workers play a strong role. With the change of time, the need and demand of the customers must be cared and studied. Caring of the existing customers will increase the number of customers because they are the source of making new customers. Quality goods and services attract the customers and make them loyal too.

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APPENDIX 1**INTERVIEW PLAN****THEME 1 Personal Information**

1. Age:
2. Gender:
3. Address:

THEME 2 Customer Loyalty

1. How can you define customer loyalty?
2. Why is it importance in your business?

THEME 3 Customers

3. Which age group of customers do often come in your bar?
4. Are they national or international customers? Who do come often in your bar?
5. Are they regular customers? If so what factors have attracted them to come in your bar?
6. What are the demand of customers in your bar?

THEME 4 Job satisfaction and relation to customer loyalty

7. Are you satisfied in your job? Are you maintaining customer loyalty?
8. What types of work/program are using for customer loyalty?
9. Which one is the best program for customer loyalty? Why?

APPENDIX 2/1

10. What type of challenges are you facing while dealing with customers?
11. Which language prefer to speak with customers? Does language effect on the customers loyalty?

12. What are the previous goals for customer loyalty? Are they good or are you planning to change them?
13. What are the future plans to maintain the customer loyalty in your bar?

THEME 5 Additional Information

14. Do you have anything that you would like to say?
15. Thank you for your time.

